WE CLAIM:

A material comprising:

a nonwoven web comprising a plurality of substantially continuous

fibers having a z-direction orientation and forming a plurality of ridges on both

surfaces of the nonwoven web.

The lofty material of claim 1 further comprising:

the nonwoven web being a lofted web with x, y and z dimensions, with x being the machine direction, y being the cross machine direction and z being the loft direction:

first and second major surfaces in x-y planes and spaced apart in the z

the continuous fibers being folded to form loops extending in the z direction and the loops combining to form a material with a succession of waves spaced along the machine direction, each wave running in the cross machine direction.

- The naterial according to Claim 2 further including each wave having at least one of its leading or trailing edges bonded to an adjacent leading or trailing edge to thereby hold its z-direction shape.
- 4. The material according to Claim 3 wherein the leading and trailing edges of one wave are bonded together.

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direction;

5. The material according to Claim 3 wherein the leading and trailing edges of one wave are bonded together and bonded to the trailing and leading edges of the adjacent waves, respectively.

- 6. The material according to Claim 2 further including each wave being substantially elliptically shaped in cross section between the major surfaces.
- 7. The material according to Claim 2 further including: the waves are oriented off the orthogonal z- axis/and are unidirectional.
- 8. The material according to Claim 2 further including: the waves are oriented off the orthogonal z axis and are multi-directional.
- The material according to Claim 2 further including: the first major surface being preponderantly closed.
- 10. The material according to Claim 2 further including: the second major surface being preponderantly closed.

11. The material according to Claim 2 further including: the waves being randomly spaced in the machine direction.

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12. The material according to Claim 2 further including: the waves being regularly spaced in the machine direction.

- 13. The material according to Claim 2 further including: the waves being random length in the cross machine direction.
- 14. The material according to Claim 2 further including: the waves being regular length in the cross machine direction.
- 15. The material according to Claim 14 wherein: the waves extend from edge to edge in the cross machine direction.
- 16. A material in accordance with Claim 1, wherein the substantially continuous fibers are selected from the group consisting of spunbond, meltblown and combinations thereof.
- 17. A material in accordance with Claim 1, wherein the substantially continuous fibers comprise an adhesive.
- 18. A naterial in accordance with Claim 1, wherein the substantially continuous fibers are thermally bonded.

- 19. A material in accordance with Claim 1, wherein the nonwoven web has a basis weight in a range of about 0.25 osy to about 50 osy.
- 20. A material in accordance with Claim 1, wherein the substantially continuous fibers are polymeric fibers.
- 21. A material in accordance with Claim 20, wherein the polymeric fibers are thermoplastic fibers.
- 22. A material in accordance with Claim 1, wherein the substantially continuous fibers are selected from the group consisting of homofilament fibers, biconstituent fibers and combinations thereof.
- 23. A material in accordance with Claim 1, wherein a support structure is attached to at least one face of the nonwoven web.
- 24. A material in accordance with Claim 1, wherein the nonwoven web further comprises an absorbent.

25. A method for producing a material having z-direction folds comprising:

conveying continuous fibers on a first moving surface from a first moving surface to a second moving surface, the second moving surface traveling at a slower speed than the first moving surface, resulting in formation of a material having a plurality of z-direction-folds on both surfaces of the material.

26. The method for producing a material having z-direction folds according to claim to truther comprising:

positioning the first moving surface and the second moving surface to form a nip therebetween.

27. A method in accordance with Claim 25 wherein the continuous fibers are selected from the group consisting of spunbond, meltblown, spunbond-meltblown-spunbond laminates, coform, spunbond-film-spunbond laminates, bicomponent spunbond, bicomponent meltblown, biconstituent spunbond, biconstituent meltblown, and combinations thereof.

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- 28. A method in accordance with Claim 25, wherein the first moving surface is traveling in a range of about 1/25 to about 7 times faster than the second moving surface.
- 29. A method in accordance with Claim 25, wherein the first moving surface is a forming surface on which the fibers are formed.
- 30. A method in accordance with Claim 25 wherein the fibers are lightly bonded.
- 31. A method in accordance with Claim 25, wherein the nonwoven material is bonded by at least one of an adhesive bonding process and a thermal bonding process.
- 32. A method in accordance with Claim 25, wherein the first moving surface and the second moving surface are perforate.
- 33. A method in accordance with Claim 32, wherein the material is transferred from the first moving surface to the second moving surface using a controlled vacuum whereby the material is pulled in a direction of the second moving surface.

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34. A method in accordance with Claim 33, wherein the material is transferred from the first moving surface to the second moving surface using a positive air pressure whereby the material is pushed in a direction of the second moving surface.

35. A method in accordance with Claim 25, wherein at least one additional material is applied to a face of the base material, forming a composite or laminate.

- 36. A method in accordance with Claim 25 wherein the first moving surface and second moving surface face opposing directions.
- 37. A method in accordance with Claim 36 wherein the first moving surface and second moving surface have no directly opposing faces to form a channel.
- 38. A method in accordance with Claim 25, wherein the continuous fibers comprise a plurality of thermoplastic fibers

A personal care absorbent article comprising:

Adinonwoven web comprising a plurality of substantially continuous fibers having a zdirection orientation and forming a plurality of ridges on both surfaces of the nonwoven web.

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40. A personal care absorbent article in accordance with Claim 39, wherein the nonwoven web further comprises an absorbent.

A filtration material comprising: a nonwoven web comprising a blurality of substantially continuous fibers having a z-direction orientation and forming a plurality of ridges on at least one surface of the nonwoven web.

42. A filtration material in accordance with Claim 41, wherein a support structure is attached to at least one face of the nonwoven web.

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